

(19)



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(11)

EP 0 744 856 A2

(12)

EUROPEAN PATENT APPLICATION

(43) Date of publication:
27.11.1996 Bulletin 1996/48

(51) Int Cl.⁶: **H04M 3/42, H04Q 3/00**

(21) Application number: **96303309.7**

(22) Date of filing: **13.05.1996**

(84) Designated Contracting States:
DE GB

(30) Priority: **26.05.1995 US 452048**

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(54) **Apparatus for and method of utilizing product identifier codes to establish communication connections**

(57) Apparatus for and method of establishing a communication connection to enable a customer or user at a first location to establish a connection to a predefined second network address (e.g., an 800 telephone

number) and thereafter enter a product identifier code which is converted to a third network address of an agent which is used to establish a connection between the user and the agent.

FIG. 1

